

## **Doosan Forklift**

Doosan Infracore Company Ltd. is an international and intercontinental organization that comprises of Defense Industry Products, Industrial Vehicles, Diesel Engines, Automation Systems, Machine Tools and Construction Equipment.

In the U.S.A., Doosan Infracore America Corporation is headquartered in Suwanee, Georgia. It is home to a 170,000 square foot production facility, which is the home of the Compact Equipment and Construction division. West Caldwell, New Jersey is home to the Machine Tool division and Cleveland, Ohio is home to the Forklift division. The U.S. headquarters in Georgia facilitates a first rate parts operation capable of supplying an excess of 25,000 line items to support Lift Truck, Compact Equipment, Machine Tool and Construction consumer needs.

There are well over 220 Doosan service and sales locations operating in Canada and the United States. Furthermore, there are more than 90 independent sellers moving lift truck materials and materials handling equipment. This system permits Doosan Infracore America to aggressively compete in this competitive market. The lift truck product line remarkably features 63 distinctive models consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these various truck versions vary from 3,000 to 33,000 lbs. All trucks are built in an ISO 9001 certified facility.

Doosan Infracore America is the fastest growing forklift and lift truck corporation in the North American market, thanks to its exceptional level of product performance and their consistently high level of customer support and service given to all Doosan Infracore Forklift users. The U.S. forklift division located in Cleveland has a professional team experienced in Product Sales, Purchasing, Advertising, Logistical and Technical Support.

### **Doosan's lift truck history**

Korea's initial domestic forklift market was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. started to import assembled lift trucks as part of a nationwide machinery expansion venture. Early product sales of this industrial equipment focused on large business communities, the armed forces and on state-run corporations. This eventually led to a unification with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced trade operations throughout Korea to service and sell this heavy equipment. By 1978, a forklift production plant was successfully completed. Continuous technical education became the new focus for improving quality and product development.

### **Lift Truck Export Growth**

Daewoo started the first home-based forklift business in 1967, and quickly acquired a whopping 90% share in the Korean Materials Handling market. By the 1980's, Daewoo's advanced technological enhancements combined with sales success placed them in a situation of considerable growth of their lift truck operations.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint venture project to respond to competitive pressures in the US materials handling industry. This project drastically expanded Daewoo's forklift sales. Construction was finished in 1984 to facilitate a contemporary plant which helped set up the business for the fabrication of high added-value goods suited for export. In 1993, the corporation had a global sales system and started exporting versions they had developed through in-house technology, as an sovereign product. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing expansion opportunities into overseas markets.